



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/650,355	08/29/2000	Andrea Basso	1999-0522A	8247
83224 7590 10/14/2010 AT & T LEGAL DEPARTMENT - NDQ ATTN: PATENT DOCKETING ONE AT & T WAY, ROOM 2A-207 BEDMINSTER, NJ 07921				
EXAMINER				
HUYNH, SON P				
ART UNIT		PAPER NUMBER		
2424				
MAIL DATE		DELIVERY MODE		
10/14/2010		PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

09/650,355

Applicant(s)

BASSO ET AL.

Examiner

SON P. HUYNH

Art Unit

2424

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 16 September 2010.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-8 and 10-28 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-8 and 10-28 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SEA-3)
- 4) ☐ Interview Summary (PTO-413)
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____
- Paper No(s)/Mail Date _____

DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to claims 1-8, 10-28 have been considered but are moot in view of the new ground(s) of rejection.

Claims 9 and 29-30 have been canceled.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1- 8, 10-28 are rejected under 35 U.S.C. 103(a) as being unpatentable over Jain et al. (US 6,144,375) in view of Chen et al. (US 6,307,550), and further in view of Slezak (US 6,006,257).

Note: application Ser. No. 09/008272 (hereinafter referred to as '272) is incorporated by reference in Jain (see Jain: col. 1, lines 6-9). All documents incorporated by reference in Jain are treated as part of the description of Jain.

Regarding claim 1, Jain teaches a method for generating a customized coded video sequence based on a subscriber's input (generated customized coded/digitized video sequence based on a user/operator's input prior or after received video source— see include, but not limited to, figures 3-8, col. 7, lines 1-43, col. 8, lines 1-32, col. 12, line 10-col. 13, line 12, col. 15, lines 7-36, col. 16, line 1-col. 18, line 47, col. 19, line 25-col. 21, line 30, col. 23, line 1-col. 31, line 4), comprising:

receiving multimedia input including a plurality of still images that includes viewer-specific image data (receiving multimedia input from camera or video source including a plurality of still images/pictures that includes image data selected/desired by viewer/operator – see include, but not limited to, figures 3-8, col. 23, lines 1-31, col. 30, lines 43-67);

extracting image data from the plurality of still images (e.g., using object extractor and/or capture/filter to extract image data such as touch down, fumble, time, camera location, color, etc. from the plurality of images received from camera(s)/video sources - see include, but not limited to, figures 3-8, col. 5, line 62-col. 7, line 1-col. 8, line 5, col. 10, line 15-col. 13, line 63, col. 18, line 60-col. 19, line 35);

deriving a virtual camera script and a coding hint from the image data to yield a derived virtual camera script (using information such as time, object name, camera location, color, event type, view angle, etc. from the image data received from the video source to create/generate information for image/video clip such as object name, frame index, time, event type, mark, annotate, label object, etc. - see include, but not limited

to, figures 3-8, col. 11, line 1-col. 15, line 35, col. 16, lines 25-59, col. 17, line 49-col. 22, line 67, col. 23, line 9-col. 25, line 21); wherein derived virtual camera script comprises a set of image processing instructions that simulates selected camera movement over portions of the plurality of still images (e.g., derived virtual camera script comprises a set image processing instructions such as marking highlights, time, 3D snapshot, best view camera, camera position, image index, etc. that simulates selected camera movement (such as best view camera or selected camera) over portions of plurality of still images so that the user can select on particular icon/instructions on the screen to display images associated with selected camera at selected location - see include, but are not limited to, figures 5-9, col. 7, lines 1-43, col. 15, lines 21-34, col. 16, lines 3-47, col. 18, lines 50 - col. 20, line 31; col. 22, lines 15-67, col. 23, lines 18-56, col. 24, line 10-col. 25, line 56, col. 26, lines 35-62, col. 27, lines 14-62, col. 28, line 49-col. 29, line 32, col. 30, line 43-col. 31, line 5; '272: figures 1b-17), and wherein the virtual camera script specifies a variable assigned to one piece of the viewer-specific image data (information of event type, camera position, image color, object name, time, etc. assigned to image/object desired by viewer/operator - , figures 3-8, col. 11, line 1-col. 15, line 35, col. 16, lines 25-59, col. 17, line 49-col. 22, line 67, col. 23, line 9-col. 25, line 21);

generating a video sequence based on the subscriber's input, the extracted image data, and the derived virtual camera scripts and coding hints (generating a video clip/video segment or video sequence based on viewer/operator's input, extracted image data filtered/desired by viewer and/or operator and information such as image

color, frame index, still image, time line, filtered information, etc. for display - see include, but not limited to, figures 3-8, col. 19, line 4-col. 22, line 67, col. 23, line 10-col. 25, line 56, col. 26, line 7-col. 31, line 2);

coding the generated video sequence based on the coding hint, wherein the coding hint references a coding process and a temporal evolution for each still image of the plurality of still image (coding/digitizing/filtering the video clip/scene/event based on information such as color, event type, image type, camera location, object name, wherein information such as time, image type, event type, color, etc. references a coding process such as unimportant/non-selected scene/event are filtered out and not encoding for displayed, and the time, image type, event type, color, etc. references a temporal evolution for each image so that only image(s) associated with the desired scene, selected event, etc. are selected - display - see include, but not limited to, figures 3-8, col. 19, line 4-col. 22, line 67, col. 23, line 10-col. 25, line 56, col. 26, line 7-col. 31, line 2);

outputting the coded video sequence to an output display as a multimedia presentation (outputting video clip/video sequence to an display device for display to viewer - see include, but not limited to, figures 3-8).

Jain also discloses user may want to append advertisements or other multimedia information to the highlight real (col. 21, lines 1-14). However, Jain does not explicitly disclose multimedia input from the subscriber, inserting a customized advertisement during the multimedia presentation, wherein the inserted customized advertisement

includes an offer of an award to a user contingent, at least partly, on a user interaction with the customized advertisement.

Chen discloses multimedia input from subscriber including a plurality of still images, and deriving a virtual camera script from the image data (col. 2, lines 1-55, and col. 5, lines 6-30). Chen also discloses viewer-specific image data (image data associated with wedding, parties, vacations, real estate tours, etc. – col. 2, lines 14-36); deriving a virtual camera scrip and a coding hint from the image data to yield a derived virtual camera script... (using information from individual frames of video to identifying at least three different type of shots: still shot, pan shots and zoom shots and create different resolutions images, frame index, annotation for each frames, etc. - see include, but not limited to, col. 1, line 64-col. 2, line 55, col. 3, lines 8-20, col. 5, lines 41-64, col. 8, lines 44-67); wherein coding hint references a coding process and a temporal evolution for each still image of the plurality of still images (see include, but not limited to, figures 3-7, col. 3, lines 8-20, col. 4, lines 43-67, col. 6, lines 1-54, col. 8, lines 7-65, col. 10, lines 8-32); and virtual camera script specifies a variable assigned to one piece of the viewer-specific image data (user index the individual photographs of video albums, or text annotations generated for video based on corresponding audio track, etc. see include, but not limited to, col. 2, lines 14-55).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Jain to use the teaching as taught by Chen in order to yield predictable results such as to provide multimedia input from subscriber to an output device thereby improve efficiency in multimedia data generating.

Slezak discloses outputting the customized coded video sequence to an output device as a multimedia presentation (outputting customized primary programming and secondary programming i.e. advertising to TV 502 as multimedia presentation (col. 2, lines 23-52, figure 1);

Slezak also discloses once the user selected to view the movie with secondary programming, customized secondary programming (advertising) is inserted/interleaved during the movie/primary program presentation— see col. 2, lines 15-52, col. 4, lines 15-29, col. 6, lines 38-45). Thus, the limitation “inserting a customized advertisement during the multimedia presentation” is interpreted as interleaving customized secondary programming (i.e. advertising) during the movie/primary program presentation.

Slezak further discloses the advertisement can be change based upon viewer's response to the questions presented during the interactive advertising. The secondary programming can be an interactive presentation requesting input from the viewer. For example, the viewer could be prompted to indicate whether, in fact, the viewer desires to see the secondary programming (i.e., advertising). The user response to the message whether the viewer wishes to receive the movie for free, with a lot of advertising, for half the price with minimal advertising, or for full price with no advertising. Further, the overlay processing unit can be used during the advertising programming segments to take an order for the advertised product, request input from the viewer regarding the viewer's responses to the advertising, the desirability for further advertising regarding the product shown during the advertising radio programming, or other demographic information. The secondary video programming can also be

contingent upon commands received from the set top unit – see include, but are not limited to, col. 4, lines 5-34, col. 8, lines 17-45, col. 9, line 36-43, col. 10, line 19-20).

Therefore, the limitation “the inserted customized includes an offer of an award to a user contingent, at least partly, on a user interaction with the customized advertisement” is interpreted as the customized secondary programming includes an offer of an award (half price of the charge or no charge or any reduced cost) to the viewer contingent, at least partly, on any of user interaction with the customized secondary programming such as the viewer input that the viewer wishes to view the secondary programming, viewer request secondary programming, or user response to the advertising. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Jain in view of Chen with the teaching as taught by Slezak in order yield predictable results such as to improve efficiency in advertising.

Regarding claim 2, Jain in view of Chen and Slezak discloses a method as discussed in the rejection of claim 1. Jain further teaches receiving preference information from one of the subscriber (see include, but not limited to, col. 12, line 48-col. 13, line 12, col. 16, line 60-col. 17, line 49);

storing the preference information in a subscriber profile (see include, but not limited to, (col. 12, line 65-col. 13, line 47, col. 16, line 61-col. 18, line 67, figures 3-9); and

generating the video sequence based on the subscriber's profile (output video based on user selections/setup information -col. 12, line 65-col. 13, line 47, col. 16, line 61-col. 18, line 67, col. 22, lines 16-67, figures 3-9).

Regarding claim 3, Jain in view of Chen and Slezak discloses a method as discussed in the rejection of claim 2. Jain further discloses the subscriber profile includes at least one of format settings, coding preferences, handicap settings, storage addresses of image data, device characteristic, and billing information (e.g., format setting, coding preferences, etc. such as 2D/3D model, A/V clip, icon, banner, filtering criteria, etc. figures 3-9, col. 17, lines 1-47, col. 20, lines 4-29, col. 23, lines 1-67, col. 25, lines 1-21, col. 29, lines 8-61, col. 22, lines 16-67).

Regarding claim 4, Jain in view of Chen and Slezak discloses a method as discussed in the rejection of claim 3. Jain further discloses the format settings include at least one of text font setting, text style setting, and display settings -see include, but not limited to, col. 17, lines 1-47, col. 22, lines 16-67).

Regarding claim 5, Jain in view of Chen and Slezak discloses a method as discussed in the rejection of claim 3. Jain further teaches the coding preferences (e.g. frame type, event type, time, frame index, color, 2D/3D, etc.) are used as coding hints (used for filtering/editing, encoding and displaying as video clip or still image, etc.) and include at least one of audio coding preferences and visual coding preferences (see include, but not limited to, col. 17, lines 1-47, col. 22, lines 16-67, col. 23, lines 1-56, col. 25, lines 38-56, col. 28, line 49-col. 29, line 61, col. 13, lines 1-12).

Regarding claim 6, Jain in view of Chen and Slezak discloses a method as discussed in the rejection of claim 3. Jain further discloses user can draw a circle around object, user can input textual information, etc. for object and the object are displayed with text and other information desired by user/operator - see include, but not limited to, col. 12, lines 1-47, col. 13, lines 1-32, col. 15, lines 20-36, col. 17, lines 1-67, col. 19, lines 54-66, col. 23, lines 15-30, col. 24, line 50-25, line 21, col. 28, line 61-col. 29, line 61). Thus, Jain discloses the handicap settings include at least one of visual enhancement settings and audio enhancement setting (e.g., setting includes annotate/label or set color particular object, image, event, player or audio level for particular event).

Regarding claim 7, Jain in view of Chen and Slezak discloses a method as discussed in the rejection of claim 3. Jain in view of Chen and Slezak further discloses the storage addresses of image data include at least one of a computer image file, an image database, a Web page address, a universal resource locator, a floppy disk, and CD ROM (see include, but not limited to, Jain: figures 1-9, col. 6, lines 35-51, col. 7, lines 35-42, col. 9, lines 55-59, col. 11, lines 29-43, col. 14, lines 1-11, col. 17, lines 28-49, col. 20, line 60-col. 21, line 67; Chen: figures 1, 8, col. 9, line 50-col. 10, line 25).

Regarding claim 8, Jain in view of Chen and Slezak teaches a method as discussed in the rejection of claim 2. Chen further discloses the user may be prompted to pay a fee for initial processing, a fee for each still image selected, or a combination of an initial processing and an image selection fee (col. 3, lines 1-7). Apparently, the subscriber's

profile includes billing information. Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Jain to use the teaching as further taught by Chen in order to give user more convenience.

Regarding claim 10, Jain in view of Chen and Slezak teaches a method as discussed in the rejection of claim 2. Jain in view of Chen and Slezak further discloses the coded video sequence output includes one or more images based on the storage addresses of image data from the subscriber's profile (see include, but not limited to, Jain: figures 3-9, Chen: figure 7 and col. 2, lines 15-36).

Regarding claim 11, Jain in view of Chen and Slezak teaches a method as discussed in the rejection of claim 2. Jain in view of Chen and Slezak further discloses the subscriber provides multimedia data input and preference information to the input unit using at least one of an interactive voice response system, voice recognition system, a keyboard, a personal computer, a wireless communication device (see include, but not limited to, Jain: figures 1-9, Chen: figures 1-4, 8).

Regarding claims 12-13, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 2. Jain is silent about subscriber's profile includes information about the display devices owned by the subscriber wherein the coded video sequence output is customized for at least one of the devices included in the subscriber's profile. Official Notice is taken that providing subscriber's profile includes

information about the display devices owned by the subscriber/user/viewer and customized video sequence to output device based on at least one of the devices included in the user profile is well known in the art. For example, content outputted to device based on device capabilities/device type information included in user profile (see, for example, Sezan as discussed in the previous office action). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Jain with the well-known teaching in the art in order to yield predictable results such as improve quality of content output to different devices.

Regarding claim 14, Jain in view of Chen and Slezak further discloses storing extracted image data in an image database, the derived virtual camera scripts in a virtual scripts database, and the derived coding hints in a coding hints database (interpreted as any database(s) that stored extracted/filtered/processed image data and other information related to image data/video content such as metadata, timecode, frame index, image color, motion, annotations, or textual information of video frames/video scene - see include, but not limited to, Jain: figures 1-9, col. 6, lines 35-51, col. 7, lines 35-42, col. 9, lines 55-59, col. 11, lines 29-43, col. 14, lines 1-11, col. 17, lines 28-49, col. 20, line 60-col. 21, line 67; Chen: figures 1, 8, col. 9, line 50-col. 10, line 25).

Regarding claim 15, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Jain in view of Chen and Slezak further discloses receiving one or more input commands from a user (user selects particular window,

event, video segment, thumbnail, or settings, etc), wherein at least one of the steps of extracting, deriving, generating, coding and outputting are performed based on the user's input commands (see include, but not limited to, Jain: figures 4-9; Chen: figures 2-8).

Regarding claim 16, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Jain in view of Chen and Slezak further discloses the image data include image data from at least one of images, pixel maps, a series of still frames, panorama images, a series of photographs from a film, short video clips, web pages (see include, but not limited to, Jain: figures 3-9; Chen: figures 1-8, col. 2, lines 1-55).

Regarding claim 17, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Jain in view of Chen and Slezak further discloses the virtual camera scripts include at least one of a sliding window of resolution, a document browsing simulation, a general composition of images, and synthesized videos from a set of images, a panorama synthesis, and parallax techniques (see include, but not limited to, Jain: figures 3-9, col. 24, line 6-col. 25, line 37, col. 27, line 32-col. 28, line 27; Chen: figures 1-8, col. 2, lines 1-55).

Regarding claim 18, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Jain in view of Chen and Slezak further discloses

the coding hints include at least one of motion information used to generate a sequence of frames, temporal evolution of each frame, and coding parameters for each image (see include, but not limited to, Jain: figures 3-9, col. 26, lines 60-67, col. 12, lines 1-61, col. 10, lines 16-52; Chen: figures 1-8, col. 2, lines 1-55, col. 8, lines 7-67).

Regarding claim 19, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Jain in view of Chen and Slezak further discloses digitizing the multimedia data; producing video clips and Internet "web" page information including information relating to the web page layout (preferably written in HTML format (see Jain: col. 19, lines 48-60, col. 21, lines 1-14); the video clips stored in the system database are encoded using well-known video encoding and compression method, such as Real Video® encoding method, the video window with variable size display video clips previously processed (col. 22, lines 33-67); the processed multimedia data can be processed and displayed in different formats (Jain: col. 23, lines 15-30, col. 24, line 6-col. 25, line 21, col. 30, lines 45-61); and analyzing the processed sequence of video frames to identify sub-pixel motions between the frames. The user can zoom in or out on different regions of the image, pan about a panoramic image or combination of pan and zoom (col. 8, lines 10-43). It would have been obvious to one of ordinary skill in the art to use a rendering plug in to decode portions of the image data into pixel maps in order to improve convenience in data processing.

Regarding claim 20, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Jain in view Chen and Slezak further discloses the generating step uses addresses (sources of program, video clip, etc.) to generate an image sequence (see include, but are not limited to, Jain: figures 7-9, col. 21, lines 1-14, lines 47-67, col. 28, line 49-col. 29, line 61; Chen: figures 1-8).

Regarding claim 21, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 20. Jain in view Chen and Slezak further discloses the address include URLs (see include, but not limited to, Jain: col. 21, lines 1-14, lines 47-67; Slezak: figure 1).

Regarding claim 22, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Jain in view Chen and Slezak further discloses the generating step generates the video sequence from more than one multimedia source (Jain: figures 1-9, col. 28, line 1-col. 31, line 2).

Regarding claim 23, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Jain in view Chen and Slezak further discloses the multimedia sources include at least one of television, cable TV, Interactive TV, Internet, telephone, computer generated images, wireless communications, photographs and electronically stored still images (Jain: figures 1-9, Chen: figures 1-8, Slezak: figure 1).

Regarding claim 24, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Jain in view Chen and Slezak further discloses receiving an audio input (audio track/audio input) corresponding to the generated video sequence (Jain: col. 28, lines 60-67, col. 29, lines 45-61; Chen:col. 5, lines 5-22).

Regarding claim 25, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 24. Jain in view Chen and Slezak further discloses synchronizing the audio input with the generated video sequence (see include, but not limited to, Jain: col. 28, lines 60-67, col. 29, lines 45-61; Chen: col. 5, lines 5-22).

Regarding claim 26, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Chen further discloses the video is input from subscriber and stored in storage before it is retrieved to process (col. 2, lines 15-36). Text annotations of the video may be generated automatically based on the corresponding audio track (col. 2, lines 46-48, col. 5, lines 3-9). The sound icon may be associated with the images in the video album. When a viewer clicks the sound icon 55, a portion of the audio track that corresponds to the video segment used to generate still image is played (col. 5, lines 9-22). Necessarily, the audio input is received from the subscriber, the audio input stored as at least one of a computer file and an address; the subscriber's audio input is stored in the subscriber's profile; the subscriber's audio input is retrieved; and subscriber's audio input is output in conjunction with the generated

video sequence (see also Jain: col. 25, lines 38-56, col. 28, lines 60-67, col. 29, lines 45-61).

Regarding claim 27, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Jain in view Chen and Slezak further discloses the coded video sequence is output using scrolling techniques (see include, but not limited to, Jain: figures 8-9, col. 29, lines 45-67, col. 30, lines 43-67; Chen: col. 5, lines 23-37).

Regarding claim 28, Jain in view of Chen and Slezak discloses the method as discussed in the rejection of claim 1. Slezak further discloses the inserted customized advertisement is personalized to a user (based on user preferences such as user demographics and shopping references – col. 3, line 45-col. 4, line 48; col. 6, line 40-46).

Conclusion

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Lennon et al. (US 6516090 B1) discloses automated video interpretation system.

Fuller et al. (US 6,877,134 B1) discloses integrated data and real time metadata capture system and method.

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to SON P. HUYNH whose telephone number is (571)272-7295. The examiner can normally be reached on 9:00 - 6:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher S. Kelley can be reached on 571-272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Son P Huynh/
Primary Examiner, Art Unit 2424

October 9, 2010